

*Plain  
Talks*

GULF STATES UTILITIES COMPANY  
MARCH, 1967







January 27, 1967

Mr. S. L. Stelly  
Safety Director  
Gulf States Utilities Company  
Lock Drawer 2951  
Beaumont, Texas 77704

Dear Mr. Stelly:

Congratulations on a job well done! We have received a letter from Mr. R. W. McKinnon, Assistant Director, Southeastern Electric Exchange, that you and the employees of your company have taken first place position in the SEE Fleet Safety Contest, Group I, with an accident frequency of 6.91. I'm sure that you and every member of your department deserve a great deal of credit for these excellent results.

This achievement furnishes you and everyone in your company with quite a challenge for 1967, and I'm sure you will make every effort to improve your own record during the coming year.

With the very best of wishes for your success again in 1967.

Sincerely,

H. B. McMahon

Chairman

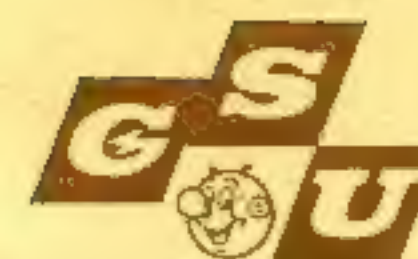
Accident Prevention Committee  
Southeastern Electric Exchange

HBMcm:sd

cc: Mr. T. O. McKnight  
Mr. R. W. McKinnon



# News Briefs



MARCH, 1967

Vol. 2 No. 1

## 1966 ANNUAL REPORT DEDICATED TO GULF STATES' EMPLOYEES

Once a year publicly-owned companies distribute a report to their shareowners to tell them about the prior year's progress. Our own Company will, this month, mail to some 32,000 shareowners, employees and other interested persons or groups its Annual Report for 1966.

This year, Gulf States' Annual Report is dedicated to our 2,700 employees who represent the most important asset of our Company.

To many, the maze of statistics and technical phrases used in annual reports seem confusing at first glance. Indeed, the annual report of an electric utility company is different by nature than the report of, say, a manufacturing concern.

There are several places to look in the Annual Report of our Company which will illustrate clearly the year just past. These points are listed below.

### HINTS FOR READING GSU'S ANNUAL REPORT

#### Operating Results

How have the revenues of our Company been affected by the economic growth of our service area during the past year?

An increase in the number of our customers may also call for an increase in our operating and maintenance expenses, amounts which must be deducted from revenue figures. How much were our operating expenses in 1966? What effect do tax and interest payments have upon revenues? These questions are answered by an overall review of our Company's operations on pages 4 and 5 of the Report.

#### Sales Figures

Sales are the lifeblood of any company. If a company's sales figures have increased each year, chances are it has a sound sales promotion program. What were the results of GSU's commercial, residential and industrial sales and sales promotion activities in 1966? A section entitled "Sales Promotion" (Pages 6 and 7) will provide you significant figures of 1966 sales as compared with those of 1965. On page 19 of the Report, a 10-year summary of sales in dollar amounts is given.

#### Construction

Whether our Company is growing or standing still can be noted in this section. What did our Company spend on construction in 1966? What will it spend in the next five years? What will be the result of these expenditures? Page 8 of the Report will furnish a picture of the highlights of GSU's construction plans.

#### Financing

Where do the funds for GSU's construction programs come from? How are these funds distributed? How does the financing



program of 1966 compare with that of 1965? A comparative summary of the sources of funds and their distribution is provided on page 9 of the Report.

Income Figures

A company is a "good earner" when its net income increases over the years. Net income is the figure obtained after all deductions, such as taxes, interest and depreciation, have been made from income revenues. A good indication of the earning power of a company is when net income increases along with sales. From net income, the Company pays its preferred and common shareowners for the use of their money in terms of dividends. See if the Company has paid a dividend consistently over the years. The income statement of our Company is provided on page 13 of the Report. Compare the net income and dividend figures of this table with the sales figures available on page 18.

Financial and  
Operations Summaries

Has our Company had a successful growth pattern over the past years? A 10-year "Summary of Operations Growth" on page 18 provides yearly figures of our electric, steam and gas operations.

A wealth of additional information about our Company is provided in the Annual Report. For example, page 10 defines our shareowners; the personnel of GSU are featured on page 11; and pertinent facts about our Company's operations are given on page 12.

A review of the above areas of the Annual Report will give you a good picture of the condition of our Company and provide you valuable information about its operations, past, present and future.

## ELECTRIC BANK HEARINGS START MARCH 21

The House Agriculture Committee hearings on H. R. 1400, to establish a federal bank for rural electric cooperatives, began Tuesday, March 21, in Washington. The committee is slated to take final action and vote on April 6.

As you may know, Congressman W. R. Poage, who now represents a part of our Navasota Division, authored H. R. 1400 and is chairman of the House Agriculture Committee.

We urge you to inform your elected representatives of the major defects of this bill prior to final committee action. The following questions were recently raised by Congressman Robert Dole of Kansas, who is also a member of the Committee.

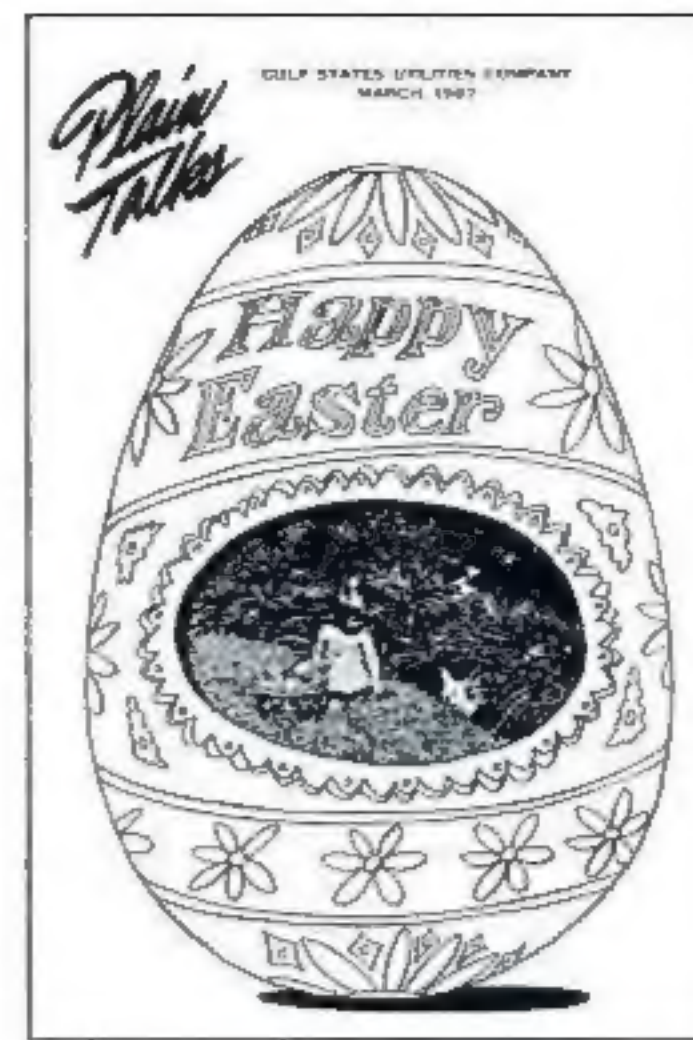
"1. You say you must have capital to serve consumers acquired from other power suppliers. What assurances will you give that you won't take over all of the electric consumers in Tampa, Tacoma or Ticonderoga, or for that matter, the consumers of any other utility?

"2. You say you must have capital for generating plants and transmission lines. What assurances will you give that you won't use this authority to the disadvantages of other utilities?

"3. You say you must have a bank of your own. What assurances will you give that control of your bank will remain in the hands of nonpartisan rural electric systems?"

The above may help you in your discussions of the inequities of this dangerous bill.





#### Our Cover

The scene within our giant egg finds Lauri, daughter of Wallace Sisk, system advertising representative, discovering the Easter Bunny which has left her brightly-colored eggs.

## Plain Talks and *GSU* News • Vol. 45, No. 3 • March, 1967



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#### PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

James S. Turner ... Director, Public Relations  
Tom Spencer ... Associate Editor, Beaumont  
Hal Reagan ... Contributing Editor, Beaumont  
Walt Wright ... Contributing Editor, Baton Rouge  
Member of Southeast Texas Industrial Editors  
and International Council of Industrial  
Editors.





**Andy Poulson**, instructor of the driver training course, points out helpful material in the instructional manual which is given to each student. Oral instruction by Mr. Poulson also plays a vital part in the course.

**Goal: Fewer Accidents in '67**

## **Safety Section Launches Driver Improvement Program**



TEN AND A HALF MILLION MILES with only 79 reportable accidents is a good safety showing; in fact, it has earned first place for our Company in the Southeastern Electric Exchange's Fleet Accident Contest and the Texas Safety Association's Fleet Contest. But it is not a laurel that the Safety Section is content to rest upon. Last month, the Safety Section announced a new safe driving program designed to tip the scales even further in favor of fewer accidents.

Called the Smith System of Driver Improvement Training, the new safe driving program is now being taught on a trial basis in the Texas division by Andy Poulson, GSU safety representative for Texas. The Smith System has been variously referred to as "the ultimate in defensive driving" and "one of the major hopes for improved traffic statistics." A recognized program, many major companies now employ the system as a regular part of their safety training.

Mr. Poulson plans to teach the program initially to persons who use our Company vehicles in their work. Selection of students for his first classes was based upon questionnaires sent to each department head, but eventually he hopes to teach the course to everyone in the Company who drives.

"In Texas alone, we have about 900 employees eligible for the course," he explained, "so our work is cut out for us for a while."


Informal and informative, the Smith System as taught by Mr. Poulson, begins with an eye test to determine if a driver has a physical handicap which would hamper his safe driving ability. The student is then asked to drive while Mr. Poulson observes his driving behavior in traffic. Afterwards, he begins to explain

the Smith System and point up ways in which the new pupil has erred in his initial run-through.

A Smith System instructional manual is given each student driver, and in two days of concentrated practice, its methods are applied. Verbally, the student records what is happening in the traffic around him in a jargon that he learns during the course. He makes note of "steering wheel silhouettes" of parked cars, assures himself "eye contact" with pedestrians, observes whether a light is "fresh" or "stale" and tries for the "chute one" position at an intersection.

Space for the car and visibility for the driver are the guiding principles of the course. A driver can create a "space cushion" for his car by avoiding to trail too closely behind another car, staying either well ahead or well behind another car when travelling in an adjacent traffic lane and by leaving at least one car length between the forward car when stopping. "Visibility" refers to everything the driver sees ahead, to his side and to his rear; it is sidewalk-to-sidewalk wide, a full city block ahead and contains a myriad of objects which are all potential hazards to his driving safety.

Five keys to better driving are a further application of the Smith System as taught by Mr. Poulson. The Smith-trained driver will (1) aim high in driving; (2) get the "big picture"; (3) keep his eyes moving; (4) leave himself an "out"; and (5) make sure other drivers and pedestrians see him.

"Here at GSU, the results of our safe driving may not make a major dent on national traffic statistics, but it may help to make an improvement on the safety record we have already achieved," Mr. Poulson said. 



The first step of the driver course is an eye test. In left photo, Mr. Poulson uses special machine to administer eye examination to Ray Pace, commercial sales representative, Beaumont Division. Above, while driving in traffic, Port Arthur Home Service Advisor, Sue Williams applies safety rules she has learned in the course.



# System Celebrates National

A FLURRY OF ACTIVITY MARKED the week of February 5-11 around our 28,000 square mile service area, as division personnel and our Public Relations Department teamed up to make the public aware of National Electric Week.

Commemorating the 120th anniversary of the birth of Thomas Edison, the theme of the week's celebration was "Electricity Powers Progress." The countless ways in which electricity affects our daily lives and a preview of its potential for even greater contributions to modern living in the years ahead were spotlighted during the system-wide observance.

News releases, programs for service clubs and sales floor displays were a few of the techniques used in the bid for public consciousness of electricity's influence in today's living. In addition, public service announcements by local radio and television stations and advertisements in area newspapers told the story of National Electric Week to thousands of our customers.

During the week-long observance, twenty mayors and one county judge throughout our system signed proclamations designating National Electrical Week in their communities. Replicas of Edison's first electrical lamp were presented to city and county officials by our division, district and local employees. Local newspapers chronicled the events of the presentations thus helping to spread the news of the vital role electricity plays in our area.

In other ceremonies, about 250 persons at six service clubs heard speeches prepared by our Public Relations Department. The talks traced the progress and the future of the electrical industry. Special placemats and coasters imprinted with this year's seal of National Electric Week accented the table decorations.

Boy Scout Week, an annual celebration which this year coincided with National Electric Week, was also celebrated by our Company with the organization of two Boy Scout electricity merit badge clinics in Beaumont and one in Calvert.

Industrial Engineers Arden Loughmiller and Wayne Sullins conducted the merit badge clinics in Beaumont. In Calvert, the GSU-sponsored clinic became a county-wide event with Scouts from Calvert, Bremond and Franklin participat-



ing. Calvert Gulf Staters Goree Matthews, local superintendent, and Ray Myers and Leroy Butler, linemen, helped coordinate the highly successful clinic there.

Young Scouts constructed electric motors, rheostats, single and double pole switches and electro magnets as projects to earn their electricity merit badges. By week's end, of the 100 Scouts who had participated in the clinic, 94 completed the course and earned the electricity merit badge.

As business settled back to normal at GSU and proud young Scouts displayed newly-earned electricity merit badges, it appeared National Electric Week had been a fitting way for our Company to re-emphasize why our industry has been termed the nerve center and muscle of our society.





# Electric Week



**Mayor-President W. W. Dumas, right, presents Floyd R. Smith, vice president, Baton Rouge Division, proclamation declaring National Electric Week in Baton Rouge, in extreme left photo. Middle photo, Randy McAlpine, left, superintendent of sales, Beaumont Division, and R. E. Lee, manager, Beaumont Division, witness Beaumont Mayor Jack Moore's signature on N.E.W. proclamation. Right Photo, W. B. McMorris, local superintendent, Northern District, Baton Rouge Division, presents replica of the first Edison light bulb to R. E. Watson, Mayor of St. Francisville, Louisiana. At left, Arden Loughmiller, industrial engineer, Beaumont, conducts Boy Scout electricity merit badge clinic.**



Setting the scene for filming of the TV commercials, camera man readies spotlight as GSU's Artist Herschel Campbell gives last minute instructions to Lee Broussard, secondary power tester, Beaumont. At right, camera begins to roll, filming Mr. Broussard as he adjusts the bearings of a meter.



## Anatomy of an Advertisement

# Behind the Scenes of GSU's



SEVERAL VERSATILE GULF STATERS in the Beaumont Division will soon be taking bows for acting. They are the stars of our Company's recently filmed, color television commercials.

Scheduled for airing this spring, the 60-second commercials were shot at the Beaumont Service Center, the downtown office, along our lines in Vidor, Texas, and at Sabine Station.

The series will relate the specialized jobs of selected Gulf Staters to the overall role of our Company in providing low cost, dependable electrical service to our 28,000-square mile service area.

"These filmed commercials will be similar to our 'Meet One of Our Experts' series of printed advertisements," said Herschel Mathews, advertising director. "We will spotlight our own personnel working at jobs which stress the diversity of skills required for the operation of a progressive electric utility company like Gulf States."

The first five commercials of the series will feature our Aviation Department, Meter Department, System Operators, model building in our Drafting Department and our water treatment facilities at Sabine Station. Additional commercials will be filmed later.

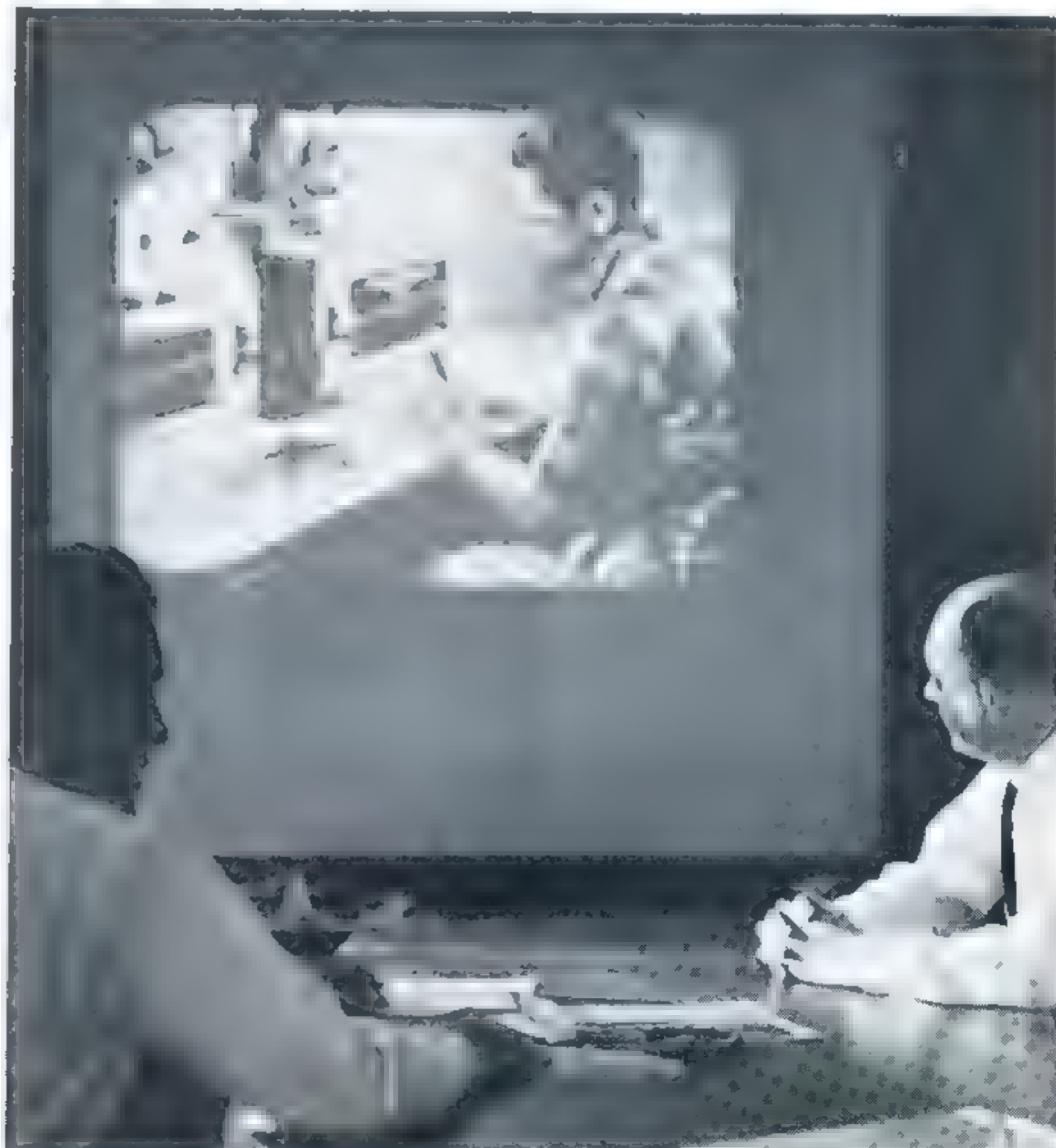
"Live" sounds were recorded at the scene of the filmings to provide realism to the commercials. The faint tick of a meter is heard as Roy Broussard performs a routine inspection of its intricacies. The roar of the patrol plane's motor and the buzz of a saw splicing a piece of boiler tubing contribute to the action effect of other commercials.

Four thousand feet of color film were required for the commercials which are now being edited and music and narration added.

So in the coming months, don't be surprised if the fellow working next to you looks like somebody you've seen on television. He may be!



**Model Builder** Gilbert Diaz is captured on film as he adds the finishing touches to the model of a GSU substation. Below, advertising agency personnel and Herschel Mathews, advertising director at GSU, right, are shown during the crucial editing of the commercials.



# TV Commercials





**GSU's Robert Sheffield**, building maintenance attendant in Beaumont, has participated in our Company's Employee Education Program for the past four years. In May, 1968, he will complete his degree in accounting at Lamar Tech.



# GSU's Aid To Education Programs

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IN VIEW OF THE IMPORTANCE of education to the future of our Company, and indeed, to the future of our country, the \$63,000 that GSU has contributed toward higher education since 1957 is a sound investment. Currently, three separate Company-sponsored educational programs aim at encouraging the continuation of education and sharing its cost to employees, children of deceased or totally disabled employees and to universities.

## **Employee Education Program**

GSU's Financial Aid to Employee Education Program was begun in 1957 to provide employees the opportunity of returning to college to complete degrees or to begin college work toward a degree. To date, 667 applications have been approved for work toward undergraduate and advanced degrees at a cost to the Company of \$19,148.00. During 1966 alone, 114 requests for financial assistance were approved.

To receive financial assistance for college courses, any regular full-time employee must secure approval of courses for which he expects to receive financial aid by completing the "Application for Course Approval" form available from the System Training Department. Courses must be related to the employee's job or must be credits toward a degree related to the type of work in which the Company is engaged.

Once an employee has completed the course, he simply submits a "Request for Refund" along with his grade slips or certificates of satisfactory completion and he is reimbursed half of the initial cost of the course including books.

Opportunities for advancement in our Company are occurring as never before, and the Employee Education Program is the best method of preparing for these openings. Individual educational effort and training are important factors in the search for qualified persons to promote.

## **College Scholarship Program**

GSU's College Scholarship Program, started in May of 1961, provides the opportunity for a college education to qualified dependent children of deceased or disabled employees whose employment was terminated because of death or

permanent disability, or whose death occurred after a normal or approved retirement.

Students who qualify for the program are awarded a sum of \$750 per academic year for a four year period. Normally, applications must be filed for the first academic year following graduation from high school or prep school, and after the applicant has satisfied all entrance requirements of the school of his choice; however, an appropriate extension of time for filing of application may be granted by the Scholarship Selection Committee in the event an applicant cannot attend the first academic year.

How does a dependent child enroll for the scholarship program? It's simple. Applications must first be made to the power plant superintendent or the division manager of the area in which the applicant resides for forwarding to the Scholarship Selection Committee. Consideration is given to the student's seriousness of purpose, aptitude and scholastic standing, character and estimate of potential ability, financial need and opinion of high school or university educators.

*Continued*



**Martha Welsh**, senior secretarial science major at Lamar Tech, is a beneficiary of GSU's College Scholarship Program. Miss Welsh is the daughter of Virginia C. Welsh, stenographer in Insurance and Claims, Beaumont.



# Helping Hand Extends to Colleges

Recipients are eligible for scholarship aid up to a maximum of four years, provided the student maintains a satisfactory scholastic record and continues to deserve support from the Company. Requests for continuance of the scholarship must be made each semester and grades for the semester just completed must be submitted with the request.

## **College Aid Program**

Our Company's third educational assistance plan, the College Aid Program, directly helps higher education through joint contributions made by employees and GSU. Ninety-eight institutions have benefited from the College Aid Program since its inception with matching funds totaling almost \$60,000.

The College Aid Program provides that our Company will match contributions of employees and directors to eligible institutions in amounts of not less than \$10 nor more than \$500 annually for each individual contribution to each institution.

Although donations may be made at any time during the year, an annual deadline of December 1 is set for contributions during a given year. The Company reserves the right to limit the over-all amount of its contributions to \$10,000 a year. If contributions exceed that amount, the Company's matching contributions are reduced pro rata.

Under the College Aid Program, an eligible institution is a school, college or university which is listed as an accredited higher institution in the current issue of "Government Official Booklet of Accredited Higher Institutions" or has been specifically designated by GSU's Committee on College Aid Program as an eligible institution.

In addition to outright donations to a university, alumni funds, foundations or associations which are an integral part of the eligible institutions and which will transmit to it directly for the benefit of the institution are also eligible.

The institution, of course, should be recognized by the Internal Revenue Service of the U. S. Treasury Department as an organization to which contributions are deductible by the donors for income tax purposes.

A form of application to request matching contributions for higher educational institutions by our Company should be directed to the Committee on College Aid. Any questions of interpretation, application or administration of the program will be determined by this committee.

More and more, the need for education is having a profound impact upon our complex society, and as a result, the market for unskilled labor is diminishing. The best way to meet these challenges is to prepare now. And through one of its three educational programs, our Company will help, whether the beneficiary is you, your child or the college of your choice.





# KITE SAFETY

**B**en Franklin was this country's most celebrated kite flyer. But Ben was a relative newcomer to the ancient and honorable sport when he mixed kites, keys and lightning. The Chinese did it, and so did the Egyptians, the Japanese and an ancient Greek scientist, Archytas.

Through the centuries, kites have found practical — well, nearly practical — application. For example, an Englishman by the name of George Pocock who lived in the early 1800s kited himself into fame with a carriage that was powered by a pair of large kites. It moved along at the then phenomenal speed of 20 miles an hour or so. One windy day Pocock actually managed to traverse 113 miles in his wind-blown carriage.

The spread of civilization, though, has begun to interfere with the ancient sport. Old Ben was out looking for lightning, but youngsters sometimes learn with tragic consequences that telephone and power lines seem to have an almost magnetic attraction for kites.

With this in mind, the National Safety Council suggests you instruct your youngsters in the following safety procedures:

- 
- ◆ If the kite should become entangled in power lines, leave it. It is better to lose a kite than to risk your life.
  - ◆ Kites should not be flown over radio and television aerials.
  - ◆ Don't fly your kite if the wind is freakish or changeable.
  - ◆ Kites should be flown only in dry weather. A wet string may conduct electricity down to the flyer.
  - ◆ Kite strings should not contain any metallic fibers, tinsel or wire. They conduct electricity, and should the kite become entangled in a power line it could result in death or serious injury.
  - ◆ Fly kites in a level, open space away from power lines, airports, trees and street traffic.

For Reddy's rules on kite safety see back cover.



# SERVICE AWARDS

## FORTY YEARS



**R. R. Hudspeth**  
Executive  
Navasota



**Charles Waller**  
T&D  
Corrigan

## THIRTY YEARS



**Harvey Bowlin**  
T&D  
Baton Rouge



**T. D. Brooks**  
T&D  
Jennings



**S. A. Oliver**  
Sys. Engineering  
Beaumont



**Brent Powledge**  
T&D  
Cleveland



**B. F. Sparks**  
T&D  
Conroe



**J. L. Terrell**  
T&D  
Dayton

## TWENTY YEARS



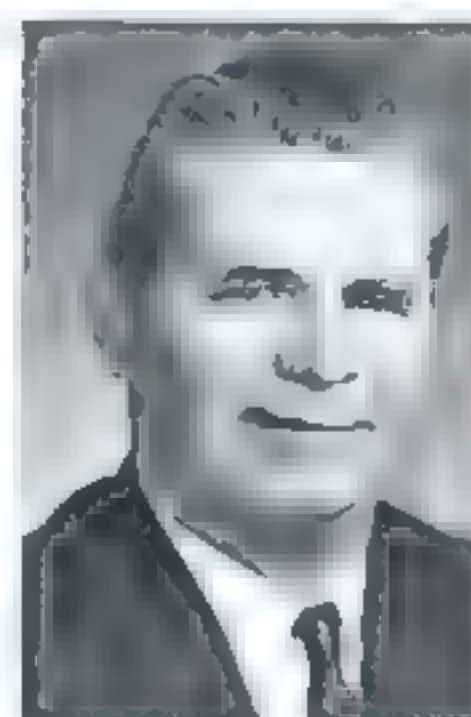
**Joe A. Bailey**  
Sales  
Huntsville



**Willie Dixon, Jr.**  
T&D  
Lake Charles



**O. J. LeBlanc**  
T&D  
Jennings



**W. J. LeBouef**  
Treasury  
Port Arthur



**J. H. Leveque, Jr.**  
T&D  
Lake Charles



**M. D. Stephenson**  
T&D  
Beaumont





TEN  
YEARS



M. R. Williams  
T&D  
Baton Rouge

B. C. Bourgeois  
T&D  
Baton Rouge

E. J. Bougeois, Jr.  
T&D  
Baton Rouge

T. B. Chaney  
T&D  
Baton Rouge

P. O. Davidson  
T&D  
Livonia

J. P. Derouen  
Treasury  
Lafayette



Glenda Dunn  
Sys. Treasury  
Beaumont

Mary Floyd  
Treasury  
Beaumont

J. R. Foster  
Gas Department  
Baton Rouge

D. R. Hood  
Sales  
Baton Rouge

R. W. Jarvis  
T&D  
Baton Rouge

B. H. Schenk  
T&D  
Baton Rouge

B. L. Thompson  
Sys. Engineering  
Beaumont

## Texas Insurance Penalty System Aims At Lower Rates for Safe Drivers

Texas Gulf Staters will be interested to learn that the State of Texas has announced a new penalty system designed to combat the burgeoning cost of automobile insurance by penalizing careless drivers through higher auto insurance premiums.

The Texas Driving Insurance Plan, as it is called, became effective August 1, 1966. Briefly, here is how it works: Penalty points are assigned to those drivers involved in accidents or convicted of speeding or major traffic violations. Based on the number of penalty points accumulated, those drivers will pay between 15% and 90% more for their auto insurance purchased or renewed after August 1, 1967.

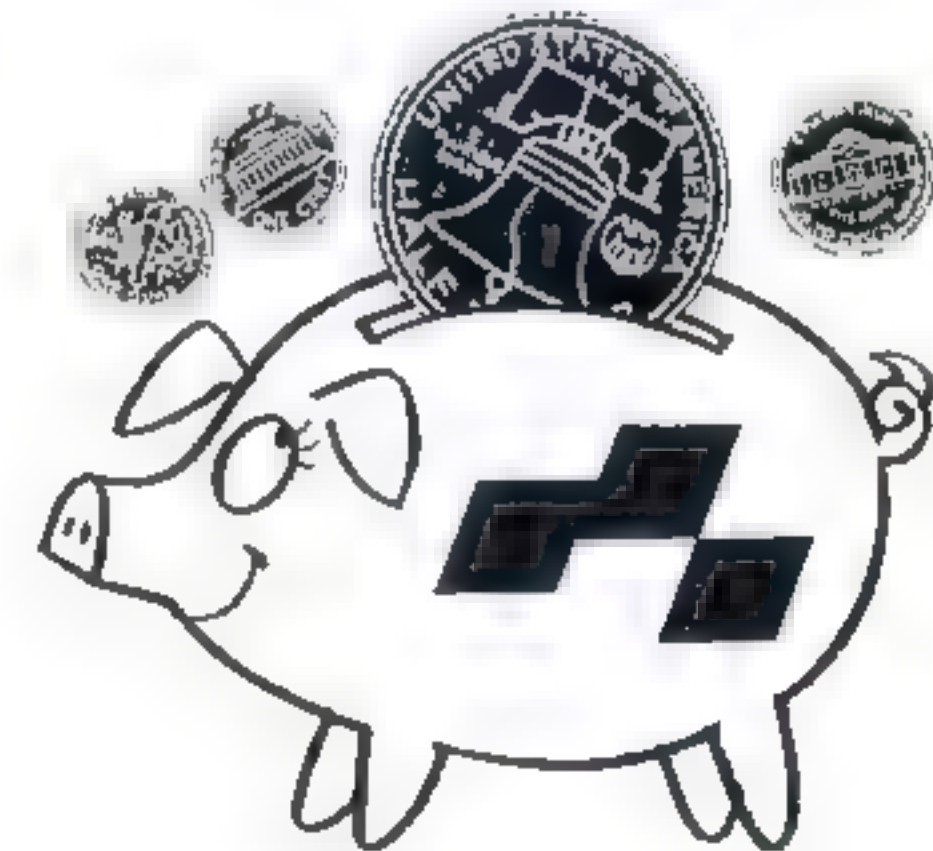
The intent of the plan is to charge higher auto insurance premiums to careless drivers in order to help hold down and possibly reduce the basic premium paid by careful drivers who maintain a penalty-free record.

As outlined in the plan the point

system applies to the drivers of **private passenger** type automobiles and not to the owner, unless the driver and the owner are the same. Therefore, unsafe practices while operating Company owned passenger type vehicles will also adversely affect the driver's personal automobile insurance cost.

A penalized driver who buys or renews his insurance after August 1, 1967 will find his rates increased by penalty points assigned to him during the preceding three years; however, no penalty points have been assigned for accidents or convictions prior to August 1, 1966.

Penalty points constitute a percentage increase to the driver's insurance premium. For example, one point means a 15% increase; two points, a 35 per cent increase and four or more points, a 90 per cent increase. Ninety per cent is the maximum increase that will be charged.



### Thrift Plan

PURCHASES OF GSU stock made by the Trustee during during February covering employee deductions and Company contributions through January were as follows:

2423 shares of common stock at a total cost of \$68,034.46 or an average cost per share of \$28.079.

45 shares of \$4.40 preferred stock at a total cost of \$3,956.95 or an average cost per share of \$87.932.

These costs included brokerage and commission fees.

The Trustee also deposited \$25,817.96 with the Savings Department of the First Security National Bank of Beaumont.



## Baton Rouge

# Sixth Annual GSU Employee Bowling Tournament to be Held May 6-7

The Sixth Annual Employee Bowling Tournament will be held May 6 and 7 in Baton Rouge. Howard Buschmihle, appliance repair, Baton Rouge, is this year's general chairman for the event.

The tournament will be held at the Circle Bowling Lanes, corner of Florida Boulevard and Airline Highway. Circle Lanes features 32 lanes, with lounge, snack bar and nursery.

A kickoff social will be held from 8-12 p. m. on Saturday, May 6, in the Oak Manor Motor Hotel at 8181 Airline Highway in Baton Rouge.



Jennings hosted the 1966 GSU Bowling Tournament and ended up team winners. Members of Jennings' winning team are Buddy Ringuet, general chairman, Freida Ringuet, Darrel Goodwin and Olan 'Flip' Richard.

Mr. Buschmihle said that trophies will be awarded to the first place team, doubles winners and singles winners and all events. Other prizes will be awarded for additional placings. Mr. Buschmihle urged that entries should be made no later than April 21.

Entry fees for this year's tournament will be \$3.50 per person per event with doubles and singles entries automatically entered for all events. Individual averages should be listed as of January 1, 1967, if in a recognized league, with the highest

average to be used if in more than one league. If a current average for 20 games or more is not available, a final average for a prior league should be used, said Mr. Buschmihle.

Dick Krouse, area development engineer, Baton Rouge, publicity chairman for the event, reminds that American Bowling Congress or Women's International Bowling Congress cards will be required of all bowlers. Mr. Krouse said that teams will be made up of four persons and they may be employees and members of their families.

For convenience, the entry blank below may be used. Additional blanks may be obtained by contacting Dick Krouse, Main Office, Baton Rouge.

## Board Approves Record Construction Budget

Our Company's Board of Directors has approved a record construction budget of \$71.5 million for 1967. The new budget is an increase of \$12.7 million over 1966.

Most of the 1967 expenditures will be on major expansions at two of our five power plants, the largest being Willow Glen Power Station near Baton Rouge.

Another major expenditure will be for completion of an extra high voltage line, 500,000 volts, linking GSU with similar power systems in the South for mutually beneficial exchanges of electricity. Our highest transmission line at the present is 138,000 volts.

Other expenditures will go toward strengthening various transmissions and distributions systems.

### ENTRY BLANK GULF STATES UTILITIES EMPLOYEES ANNUAL BOWLING TOURNAMENT May 6 - 7, 1967

Team Name \_\_\_\_\_

Average      Hdcp.

Team Captain \_\_\_\_\_

Members \_\_\_\_\_

Doubles & Singles      Names (Doubles)      Name (Singles)

Check choice of time for events from the following:

SATURDAY, MAY 6

SUNDAY, MAY 7

Team	Doubles & Singles	Team	Doubles & Singles
11:00 A.M.	11:00 A.M.	10:00 A.M.	10:00 A.M.
1:00 P.M.	1:00 P.M.	1:00 P.M.	1:00 P.M.
4:00 P.M.	4:00 P.M.		

CLIP THIS ENTRY BLANK, FILL IN AND MAIL WITH YOUR CHECK TO:

Mr. Howard Buschmihle  
5175 Osborne Avenue  
Baton Rouge, Louisiana



# Treasury Department Promotes Six Accountants in Beaumont Division

Six promotions in our Company's Treasury Department were announced on February 8.

Prentice W. Ward and Michael J. Yennie, formerly accountants, have been promoted to administration accountants in our Plant Accounting Department. Ronald D. Cunningham has been promoted from an accountant in Accounting Services to an internal auditor in the Internal Auditing Department. Alvin E. Hendrix has been promoted from accountant to an administrative accountant in the Accounting Services Department.

Hal G. Tierney has been promoted from accountant to administrative accountant in the Financial and Regulatory Reports Department. Bobby J. Willis has been promoted from internal auditor in internal audits to assistant purchasing agent in the Purchasing Department.



**P. W. Ward**



**M. J. Yennie**

Mr. Ward, a native of Tyler, Texas, was graduated from the University of Texas and joined Gulf States in 1957 as a senior accounting clerk. He progressed to accountant in the Plant Accounting Department in 1962.

A native of Lake Charles, Mr. Yennie was graduated from McNeese State College and joined Gulf States in 1964 as a junior accountant in the Plant Accounting Department. He progressed to an administrative accountant in the Plant Accounting Section in 1966.

Mr. Cunningham, a native of Stillwater, Oklahoma, was graduated from Louisiana Tech and joined GSU in

1963 as a junior accountant in the Plant Accounting Department. He progressed to an accountant in the General Accounting Department in 1965.



**R. D. Cunningham**



**A. E. Hendrix**

Mr. Hendrix, a native of Houston, was graduated from Texas A&M and joined Gulf States in 1965 as a junior accountant in the General Accounting Department in Beaumont.

A native of Beaumont, Mr. Tierney, was graduated from Lamar Tech in 1954. He was a summer employee with Gulf States while attending college, having worked in various treasury departments. After graduation, he progressed to senior accounting clerk, a junior accountant and to an accountant in the Plant Accounting Department in 1959.



**H. G. Tierney**



**B. J. Willis**

Mr. Willis, a native of New Orleans, was graduated from Louisiana State University and joined Gulf States in 1962 as a junior accountant in the Plant Accounting Department. He progressed to an accountant in the Purchasing Department in 1964 and became an internal auditor in 1966.

## The Talent Search

### HELP WANTED!

Excellent opportunity for intelligent employees already on payroll. Age not particularly important. Must be in good health, ambitious, career-minded and anxious to improve themselves so they can progress in the Company and advance economically. Should be willing to sacrifice off-duty leisure time for self-improvement through education and civic work. Understanding families will be definite assets.

No, the Company has not resorted to placing want ads. But the situation described in the above fictitious ad does exist in Gulf States.

Numerous opportunities for advancement are developing within our ranks, primarily because of the Depression and World War II years, when very few new people were hired.

### 1934 - 46

Today, key employees who were employed prior to this period are reaching retirement age. At this writing, 52 Gulf Staters in the three top levels of management are within five years of retirement. Thus, normal attrition will mean at least 92 personnel adjustments in the next five years.

Employee records are being studied carefully, as Company management seeks the right man or woman to fill these jobs. Extra curricular activities, self-improvement through education, can tip the scale in favor of employees who have and are applying themselves.

Forms will have been mailed to all employees so that the Personnel Department will have complete information on file. Similar forms will be mailed in the future, to keep the personnel records up to date.

The talent hunt is on in Gulf States. Your help is wanted.

## Vic Faver Earns Lions Award

**W. V. "VIC" FAVER, JR.**, accounting supervisor, Beaumont Division, was awarded a 20-year Monarch pin by the Beaumont Lions Club for longtime service to the organization.



# Four Engineering Assistants Elevated To Systems Analysts in Beaumont

Four employees in the Beaumont Division have been promoted from engineering assistants to systems analysts. They are Raleigh E. Cunningham, Raymond L. Dupree, James R. Keeling and Henry A. Marino.

Mr. Cunningham started with our Company in 1957 as an engineering helper. The following year, he became an engineering assistant and in 1959, he was transferred to the Drafting Department as a draftsman. He progressed to senior engineering assistant



**R. E. Cunningham** in Information Service in 1965.

A native of Beaumont, Mr. Cunningham is a graduate of French High School and has attended Lamar Tech. He is married to the former Gayle Hamm of Beaumont and they have three children, Sherri, Brad and Tate. They are members of the Woodland Baptist Church.

Mr. Dupree joined our Company in 1960 as an engineering helper in the Survey Department.

In 1961, he became an engineering assistant and in 1966, he was made senior engineering assistant in the EDP Section of Information Service.

**R. L. Dupree**

He attended high school in Nacogdoches, Texas, and has taken engineering courses at Lamar Tech. He is a member of the YMCA in Beaumont.

Mr. Dupree is married to the former Carol Perdue of Beaumont and they have two children, Greg and Kyle. They are members of the Ridgewood Church of Christ in Beaumont.

Mr. Keeling began with our Company as an engineering helper in the Survey Department in 1961. He became an engineering assistant in the EDP

Section in 1966.

A native of Orange he attended high school in Nederland, Texas, and Lamar Tech in Beaumont.

He is a member of the Beaumont YMCA and has coached Junior League Football in Nederland.

**J. R. Keeling** He is a member of Roberts Avenue Methodist Church in Beaumont. Mr. Keeling is married to the former Janelle Cucancic of Kirbyville, Texas.

Mr. Marino joined our Company in 1956 as an engineering helper in the Project Section. In 1958 he was made

a draftsman and in 1962, he progressed to senior draftsman. He became a senior engineering assistant in the EDP Section in 1966.

He is a native of Beaumont, Texas, and has attended Lamar Tech there for two years.

Active in civics affairs, Mr. Marino is a member of the Young Men's Business League and manages a baseball team for the Evening Optimist's Little League. He is a certified engineering technician.

Mr. Marino is married to the former Yvonne Brown of Beaumont and they have two children, Steven and Kyle. They are members of the Dawn Dale Baptist Church where Mr. Marino is adult Sunday School superintendent.

## L. V. Dugas is 10-Year Monarch

**L. V. DUGAS**, vice president and general sales manager, was recognized as a 10-year Monarch by the Beaumont Lions Club. A certificate was presented to Mr. Dugas at a ceremony on February 23 at the Ridgewood Motel.

## Electric Auto Research Moves Ahead Rapidly

Research and development of a practical electric car is continuing at a rapid pace by auto manufacturers.

Ford Motor Company has predicted that it will be in the electric car business by 1976. Running neck and neck in development, General Motors has already previewed its "Electrovan" powered by a fuel cell and an electric Corvair called the "Electrovair II".

Recently, Ford has teamed with Yardney Electric Corporation in an effort to develop new energy sources for the electric car. Yardney, already a pioneer in the new enterprise, has done work in rechargeable silver-cadmium and silver-zinc batteries and is now investigating zinc-air and nickel-zinc batteries.

The zinc-air battery is also being researched by General Atomic Division of General Dynamics for Joseph Lucas Industries Ltd., of England. The project is being conducted in conjunction with General Atomic's joint program with the Edison Electric Institute. Increased interest is placed upon the zinc-air battery because of its potentially high-energy density.

Electric cars should prove good load-builders during the off-peak hours for electric power companies due to the advanced rechargeable batteries being developed.

### PRIVATE ENTERPRISE

The power to choose the work I do,  
To grow and have the larger view,  
To know and prove that I am free,  
To stand erect, not bend the knee,  
To be no chattel of the state,  
To be the master of my fate,  
To dare, to risk, to lose, to win,  
To make each day and career begin,  
To serve mankind in my own way,  
To gain in wisdom along the way,  
With zest to climb, to rise,  
I call that private enterprise.

— Author Unknown



# Balshaw, Covington, Shea Go From Accountants To Systems Analysts

Three accountants in the Beaumont Division have been promoted to systems analysts. They are Claude J. Balshaw, Bobby J. Covington and Charles E. Shea.



**Jim Balshaw** graduate of McNeese State College in Lake Charles. He joined our Company in 1964 as a junior accountant in the Treasury Department. In 1966, he was promoted to an accountant in Systems and Procedures.

He is married to the former Majorie Johnson of Sulphur, Louisiana. The Balshaws have two daughters, Barbara, 8, and Anita, 3. They are members of the First Baptist Church in Sulphur.

Mr. Covington joined Gulf States in 1961 as a general clerk in the Data Processing Section of the Treasury Department. In 1965, He was elevated to junior accountant in Data Processing and in 1966, he was moved to Systems and Procedures.



A native of Center, Texas, Mr. Covington attended Panola Junior College for two years and received his BBA in Management from Lamar Tech. He is married to the former Rebecca Gordon of Orange. They are members of the First Methodist Church of Nederland.

Mr. Shea started with our Company in 1960 as an accountant. He has worked in Plant Accounting, Purchasing, Classifications and System and Procedures. A native of Lake Charles, Louisiana, he is a graduate of Tulane University in New Orleans.



**Charles Shea**

Orleans.

He is married to the former Barbara Flint of Houston, Texas. The Sheas have two children, Susan, 5, and Flint, 3. They are members of the Trinity Methodist Church in Beaumont and Mr. Shea is a member of the YMCA.

## Lafayette T&D Promotes R.G. Domingue, J.E. Landry

Robert G. Domingue and John E. Landry of the Lafayette T&D Department have recently been promoted to line foreman and utility foreman, respectively.

A native of Lafayette, Mr. Domingue joined our Company in 1951 as a helper in the T&D Department there. Progressing through several lineman classifications, he was transferred to the Service Department as a serviceman in 1959. He was promoted to utility foreman in 1965.



**R. G. Domingue**

Mr. Domingue and his wife, Thelma, have five children, Susan, Michael, Glenn, Annette and Laurie. They are members of St. Genevieve Catholic Church, where he is a member of the Holy Name Society, the Usher Society and the Confraternity of Christian Doctrine.

He is a former post commander of the Veterans of Foreign Wars, a past third district inspector of the American Legion, a former Cub Master and Scout Master in the Boy Scouts of America and past Grand Knight of the Knights of Columbus.

Named Outstanding Scout Master for the Evangeline Area Council in 1966, he is presently District Commissioner for the Evangeline Area Council.

Mr. Domingue was named the Outstanding Officer by Knights of Columbus Council No. 3202 in 1962. He has also been awarded the Scout Master Key and the Red Hat Award for his Boy Scout Work.

Mr. Landry joined GSU in 1948 as a helper in the Lafayette T&D Department. In 1955, he was elevated to top lineman. Mr. Landry and his wife, Hazel, have two sons, Ronald Wayne and Patrick James. They are members of St. Genevieve Catholic Church, where he is a member of the Holy Name Society and Usher Society.



**J. E. Landry**

He has been active in Little League baseball as a manager. He is a third degree knight of Knights of Columbus Council No. 3202.

After graduation from Indian Bayou High School near Leroy, Louisiana, Mr. Landry attended the University of Southwestern Louisiana at Lafayette.

## Company Grows in Number

As of January 31, 1967, our Company employed a total of 2,736 persons systemwide. The total of Texas employees is 1,468 with 1,118 persons in the Beaumont Division, 185 in the Navasota Division and 165 in the Port Arthur Division. In Louisiana, the overall total of employees is 1,268 with 813 in the Baton Rouge Division and 455 in the Lake Charles Division.



**District Superintendent Aubrey Sprawls** of Dayton gave the welcoming address at the 38th Annual Football Banquet sponsored by the Dayton Rotary Club.



## Duplicating-Photocopy, Beaumont

# Gallier Promoted To Supervisor, Mahlmann Is Made Section Head

Sam Gallier, Jr., formerly section head of duplicating-photocopy, was promoted to supervisor of duplicating-photocopy effective March 1. James E. Mahlmann was transferred from engineering assistant in the T&D Department



to fill Mr. Gallier's position as section head.

A native of Woodville, Texas, Mr. Gallier joined our company in 1959 as an engineering helper in Beaumont. In 1960, he was promoted to engineering assistant. He was made section head of duplicating-photocopy in 1965.

Mr. Gallier is married to the former Dorothy Durham and they have three children, Sammy, James and Sherri. He is a graduate of Kirby High School in Woodville.

Mr. Mahlmann joined our company in 1957 as an engineering helper in the Beaumont T&D Department. He became an engineering assistant in 1959.



A native of Caldwell, Texas, he is a graduate of Caldwell High School and has attended Lamar Tech in Beaumont.

Mr. Mahlmann is married to the former Dolores Ledoux of Rosenberg, Texas, and they have one daughter, Rene.

## C. C. Kuritz Promoted To Systems Operator

Former Neches Station Switchboard Operator Clifford C. Kuritz has been promoted to system operator in Beaumont.



Mr. Kuritz, a native of Pingree, North Dakota, joined our Company in 1947 as an operator's helper at Neches Station. He progressed to auxiliary operator in 1949 and was made turbine operator the following year. In 1956, he became an equipment operator and was promoted to turbine engineer in 1958. He was made switchboard operator in 1962.

He is a graduate of Beaumont High School and served in the U. S. Air Force from 1942 to 1945.

Mr. Kuritz is married to the former Gloria Tevis of Beaumont and they have eight children.

# T. P. Comerford Dies At Home



Thomas P. Comerford

Thomas P. Comerford, former assistant secretary of our Company's Baton Rouge operations, died on February 11 at his home. He had retired on February 1 this year.

A native of Middletown, Connecticut, where he entered the utilities industry in 1917, Mr. Comerford moved to Beaumont in 1923 as utility clerk with Gulf States' predecessor, the Eastern Texas Electric Company, then joined Western Public Service Company. He came with Gulf States as chief clerk in Lake Charles in 1927 and was named assistant treasurer there in 1932.

Mr. Comerford moved to Baton Rouge as assistant treasurer of the Baton Rouge Electric Company in 1933. In 1938, the Baton Rouge firm merged with our Company and he remained there in the same capacity. He returned to Beaumont in 1948 as assistant treasurer.

In 1952, Mr. Comerford became analyst executive in the Treasury Department and was promoted to assistant secretary and transferred to Baton Rouge in 1958.

Survivors include his wife, and a daughter, Mrs. James E. Cryer of Beaumont.



Texas Young Farmers Outstanding Chapter Awards, sponsored by electric utility companies in Texas, including GSU, were presented by Dick Hartman, first row, third from left, of Central Power and Light, Corpus Christi, Texas, at the annual convention held in Corpus Christi on January 13.



## Baton Rouge Adds New Residential Sales Rep

Bob Williams recently joined our Company as a residential sales representative in the Baton Rouge main office. Bob is a graduate of Baton Rouge High School and previously was a plant manager for Dutch Cleaners in



**Bob Williams** Baton Rouge. Bob, his wife, Barbara, and two children, Terry, 19 months, and Pamela, 8 months, reside at 11435 E. Blackoak Drive in Baton Rouge.



# Welcome Aboard!



**First place** for residential loadbuilding in 1966 went to the Baton Rouge Division. Here, L. V. Dugas, vice president and general sales manager; J. W. Kirkland, manager of the Baton Rouge Division; V. M. Shaw, sales superintendent, Baton Rouge, and Marcus Andrews, superintendent of residential sales in the Baton Rouge Division are shown with the award trophy.

## Electric Boom Ahead

Portland General Electric Company predicts that, "To provide America's electric energy needs by the year 2000, the electric utility industry plans to build the equivalent of seven additional power systems, each equal in electric energy size to all that is serving the American people today."

**James M. England**, mechanic's helper, Neches Station

**Robert F. Hill**, mechanic's helper, Sabine Station

**J. T. McGhee**, laborer, Sabine Station

**Robert W. Wilson, Jr.**, operator's helper, Louisiana Station

**James C. Neese, Jr.**, helper, Gas Department

**Ronald M. Murray**, appliance repairman's helper, Beaumont

**John D. Cowart**, helper in T&D, Beaumont

**Harvey J. Brockhoeft, Jr.**, shop & field tester, Beaumont

**Ellen R. Coffey**, departmental clerk, T&D, Beaumont

**Linda B. McSwain**, departmental clerk, T&D, Beaumont

**Frank H. Cloud**, helper in T&D, Orange

**Larry W. Saurage**, helper in T&D, Navasota

**Alvin Booker, Jr.**, laborer, Navasota

**Gaylord J. Fournet**, helper in T&D, Port Arthur

**Charles H. Greer**, helper in T&D, Baton Rouge

**Louis A. Neck**, helper in T&D, Baton Rouge

**Gary J. Duhon**, engineer's helper, Baton Rouge

**Frieda D. Hamilton**, departmental clerk, T&D, Baton Rouge

**Dianne H. Welch**, departmental clerk, T&D, Baton Rouge

**Thomas D. Smoak**, engineer's helper, Lafayette

**Michael W. Sarver**, engineer's helper, Beaumont

**Ernest H. Noble**, engineer's helper, Beaumont

**Aaron G. Tullier, Jr.**, engineer's helper, Beaumont

**Betty K. Barrett**, departmental clerk, Beaumont

**Sylvia L. Caldwell**, clerk, Beaumont

**Mary A. Evans**, stenographer, Beaumont

**Marcia W. Cavett**, clerk, Beaumont

**Cheryl A. Randolph**, clerk, Beaumont

**Gloria N. Bobo**, billing clerk, Beaumont

**Barbara C. LeBlanc**, key punch operator, Beaumont

**Julia A. Landry**, key punch operator, Beaumont

**Doris M. Laird**, clerk, Beaumont

**Victoria N. Swenson**, clerk, Beaumont

**James C. LeBlanc**, meter reader, Beaumont

**Van F. Graham**, storeroom assistant, Beaumont

**Morris O. Jenkins**, laborer, Beaumont

**Lawrence E. McShan**, meter reader, Orange

**Jimmy A. Horn**, meter reader, Orange

**Mary J. Green**, clerk, Orange

**Erickson J. Robalais**, meter reader, Port Arthur

**John M. Ramsey**, meter reader, Port Arthur

**Edward M. Newton**, storeroom assistant, Baton Rouge

**Sherly H. Davis**, clerk, Baton Rouge

**Ronnie L. Stevenson**, meter reader, Baton Rouge

**Carolyn M. Songy**, clerk, Baton Rouge

**Nancy C. Harrop**, clerk, Baton Rouge

**James P. McGonigle**, meter reader, Zachary

**Myra L. Kirby**, local office clerk, Zachary

**Benjamin L. Koshkin**, public relations assistant, Beaumont

**Robert G. Williams**, residential sales representative, Baton Rouge

**Wanda C. Hubbard**, stenographer, Baton Rouge

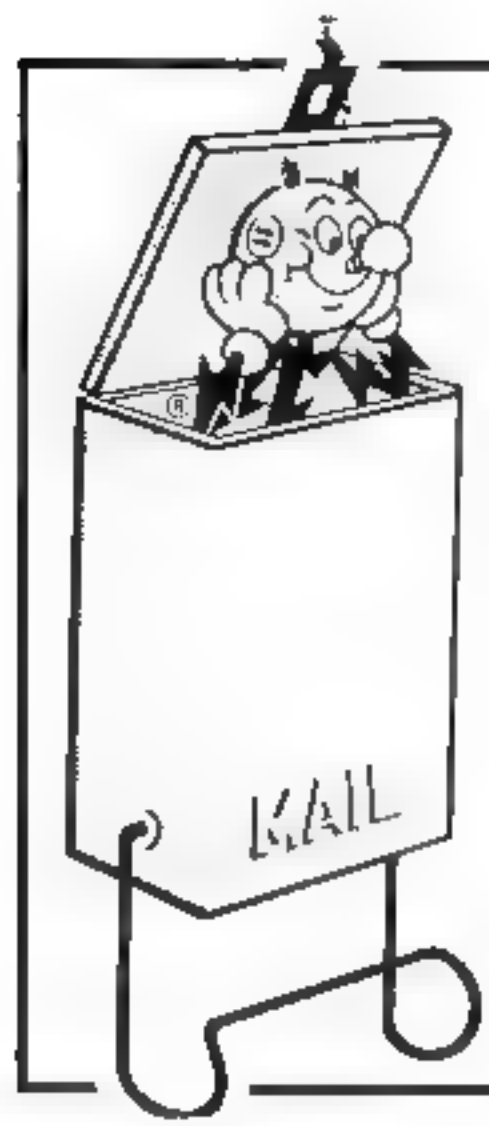
**Susan Putman**, stenographer, Baton Rouge

**Robert J. Broussard**, residential sales representative, Lake Charles

**Patricia J. Cook**, home service advisor, Lake Charles

**Ethel S. Hoffpauir**, home service advisor, Lafayette





# Let's Read Our Mail

*Editor's Note: Good relations with our public takes a team effort, whether its lending a pancake grill for a church dinner or in our everyday friendliness toward our customers. Our good name is one of our best assets.*

## **From Beaumont —**

Mr. J. B. Bishop  
Gulf States Utilities Company  
Beaumont, Texas 77701

Dear Mr. Bishop:

We cannot adequately express our thanks to you and to Gulf States Utilities Company for lending us the pancake grill to use at our Shrove Tuesday pancake supper last night.

The men of our Church, who were in charge of the affair and who served as cooks, found that having the right equipment made cooking for a crowd quite easy. The grill operated perfectly and enabled our amateur cooks to keep up with our steady flow of "pancake eaters."

In fact, it was so easy that we find ourselves eager to do this again. If you should decide to dispose of this grill, we would certainly appreciate the opportunity of discussing the purchase of it with you. We could use it to great advantage both for our Church and for our student organization, the Canterbury Association, which is composed of Episcopal students on Lamar campus and which is housed in our church.

Please express our thanks to Mr. S. F. Krebs and his crew who wired in the grill and set it up for us. They were very courteous and helpful.

Thanking you again for your cooperation, I am

Yours very truly,  
R. H. Shuffler II  
Priest-in-charge

## **From Anahuac —**

Mr. Hal Reagan  
Gulf States Utilities Company  
Beaumont, Texas

Dear Mr. Reagan:

Thank you for the pictures that you sent us recently. We have them framed and placed where Charlie, Jr. can see them when he gets home Monday night. He will probably want to take them back to Tulane when he goes back to school after mid-term vacation.

Charlie, Jr. and I often talk about our good time in Austin last spring as guests of your company and you. The Texas Nuclear Science Symposium jointly-sponsored by your Company was invaluable to him and a pleasure for me. Again I want to say thank you and your organization for being so nice to us.

Yours truly,  
C. M. Beckett  
Principal, Anahuac  
Independent School District

## **From Bryan —**

Mr. A. W. Baird  
Gulf States Utilities Company  
Navasota, Texas

Dear Mr. Baird:

We appreciate very much the assistance of Mr. Luiell Maris in demonstrating the mouth-to-mouth resuscitation method of artificial respiration at our recent Instructor's Course.

Mr. Maris presents the material well and his ability to get the message across enabled our instructors to receive valuable training. The use of your firm's realistic model to practice this method added considerable emphasis to our overall instruction period.

We appreciate your cooperation in this matter.

Yours very truly,  
Joe G. Hanover  
Texas Highway Department  
Bryan, Texas

## **From Austin —**

Mr. James S. Turner  
Director of Public Relations  
Gulf States Utilities Company  
Beaumont, Texas

I personally want to thank you for your recent contributions to the Texas Safety Association. It is indeed heart warming to have this response to our appeal.

Your gift will help provide the programs necessary to meet the accident prevention needs of our rapidly growing state.

Sincerely yours,  
S. Ross Carr  
President,  
Texas Safety Association

*Our tireless home service advisors contribute daily to service in the community and win satisfaction from our customers. As witnessed by the following letters, their efforts do not go unrecognized.*

## **From Baton Rouge —**

Miss Harriet Babin  
Home Service Advisor  
Gulf States Utilities  
Baton Rouge, Louisiana  
Dear Harriet:

A sincere thank you for all the interest and enthusiasm you have added to my classes over the last three years. The demonstrations you have presented have certainly proven beneficial, and your personality has captivated all of the students. Perhaps it is this dedication to your work, and your ability to handle people, that have made you so worthy of your most recent honor!

In a way, I hate to write such a final thank you, but as you can imagine, it will seem nice to be just a wife and a mother!

Sincerely,  
Mrs. R. L. Cole  
Glen Oaks High School



**From Jennings —**

Miss Carolyn Mayer  
Gulf States Utilities Company  
Home Service Advisor  
Jennings, Louisiana  
Dear Carolyn:

We, of the Hoe & Hope Garden Club, along with many of our Business Leaders, as well as our local Citizens feel that the Gulf States Utilities, and its dedicated employees, have performed an outstanding job in promoting our second "Let There be Light Outdoor Christmas Lighting Contest."

The judges were selected with utmost care, giving to our project prestige and dignity.

The fellowship enjoyed at your dinner party by the judges, committee members and their mates, with your representatives, Mr. Martin Wagner, Mr. John Bordelon and yourself will long be remembered by us all as a most joyous occasion.

Our joint project has been most rewarding and has certainly created in our Community a desire for a bigger and better Outdoor Christmas Lighting Contest for the future.

Our sincere thanks and may the Year 1967 be very, very kind to the Gulf States Utilities and all employees.

Sincerely,  
Ora J. Miguez, Corr. Sec.  
Hoe & Hope Garden Club  
Jennings, Louisiana

**From Port Arthur —**

Miss Marion Nelson and  
Miss Sue Williams  
Home Service Advisors  
Gulf States Utilities Company  
Port Arthur, Texas  
Dear Misses Nelson and Williams:

On behalf of the faculty and students of Lamar and Carver Elementary Schools, I am thanking you for the informative and entertaining presentation of the "Puppet Show" during Dental Health Week assemblies.

The health facts related in the show will help the boys and girls to improve their oral hygiene habits and will also aid them in being more conscious of the necessity of good nutrition.

We are quite fortunate to have services as yours available to assist us. Again, we thank you and Gulf States Utilities Company for your presentation.

Yours truly,  
Opal Ford  
(Mrs.) Opal Ford, R. N.

**From Welsh —**

Mr. Brad McMasters  
District Superintendent  
Gulf States Utilities Company  
Jennings, Louisiana  
Dear Mr. McMasters,

Thank you for the nice courtesy shown us upon purchase of our new Hotpoint electric range—in bringing to us Miss Carolyn Mayer and Miss Cook to help with our questions about the stove. We were so pleased to have them—they are not only knowledgeable about their work—they are delightful people to meet. Thank you again for such a pleasant hour with them—from your department.

Sincerely yours,  
(Mrs. D. R.) Grace Bowers  
Welsh, Louisiana

**From Winnie —**

Mr. Morris J. Johnson  
Commercial Sales Department  
Gulf States Utilities Company  
Beaumont, Texas  
Dear Mr. Johnson:

Not often are we afforded the opportunity to express our appreciation for the efforts of others for their excellent service.

Due to the excellence of the Gulf States Utilities employees and their cooperative efforts in the changing out of the transformers for the hospital in a very minimal time, we would like to take this opportunity to express our sincere appreciation to Gulf States. Without this effort, it is conceivable that we could have been dangerously inconvenienced.

Please see that this is brought to the attention of all those interested in this work that was performed for us.

Sincerely,  
Joseph A. Conner  
The Medical Center  
Winnie, Texas

**From Woodville —**

Gulf States Utilities Co.  
Beaumont, Texas  
Sirs:

I, as a citizen of Woodville and former Mayor who had the honor and pleasure of granting Gulf States their first franchise in Woodville, wish to express the appreciation that my wife and I have for the great work in community service that was given our town after the cyclone. Your crews, under the able direction of Mr. Wyatt Bell, did a quick and thorough job of clearing the damages. Without their help I am sure individuals and our city would have had to wait weeks before the wreckage was completely moved. Power was restored in rapid order by Mr. Pate and his fine crew; in fact, in the minds of the citizens of Woodville, Gulf States personnel have proven themselves to be the best.

Sincerely,  
J. Wood Fain  
Woodville, Texas

**From Retiring GSUer —**

To the Employers and Employees of  
Gulf States Utilities Co.  
Louisiana Station  
Hi, Gang:

I want to express my heartfelt thanks to all of you who made my last day with GSU such a pleasant one. The party was wonderful and the gifts I'll always cherish.

And now a word to the whole gang. My work with GSU was never considered drudgery by me because of the swell bunch of people I had to work for and with. I consider myself mighty fortunate to have had such a pleasant relationship with all of you. Every one of you was a joy to work with. My book of memories are filled with such happy thoughts of the jokes, laughter, warmth and friendship that surrounded me all during my working years. Thanks fellas and gals for a wonderful 36½ years of service with the best company in the land.

Forever grateful,  
John L. Brown, Sr.  
Baton Rouge, Louisiana





## CONROE

B. F. Sparks, serviceman, Conroe T&D, used one week of his vacation to ride with the Montgomery County Trail Riders. "Sparky" and the trail riders kicked off the week with a parade through Conroe on February 18. The riders hit the trail on Sunday and reached their destination in Houston on Tuesday afternoon. The annual Houston Fat Stock Show and Rodeo parade on Wednesday was the high point of the week for Sparky and left him a few days to relax and make plans for the ride next year.

—Odie Boenker

## BEAUMONT

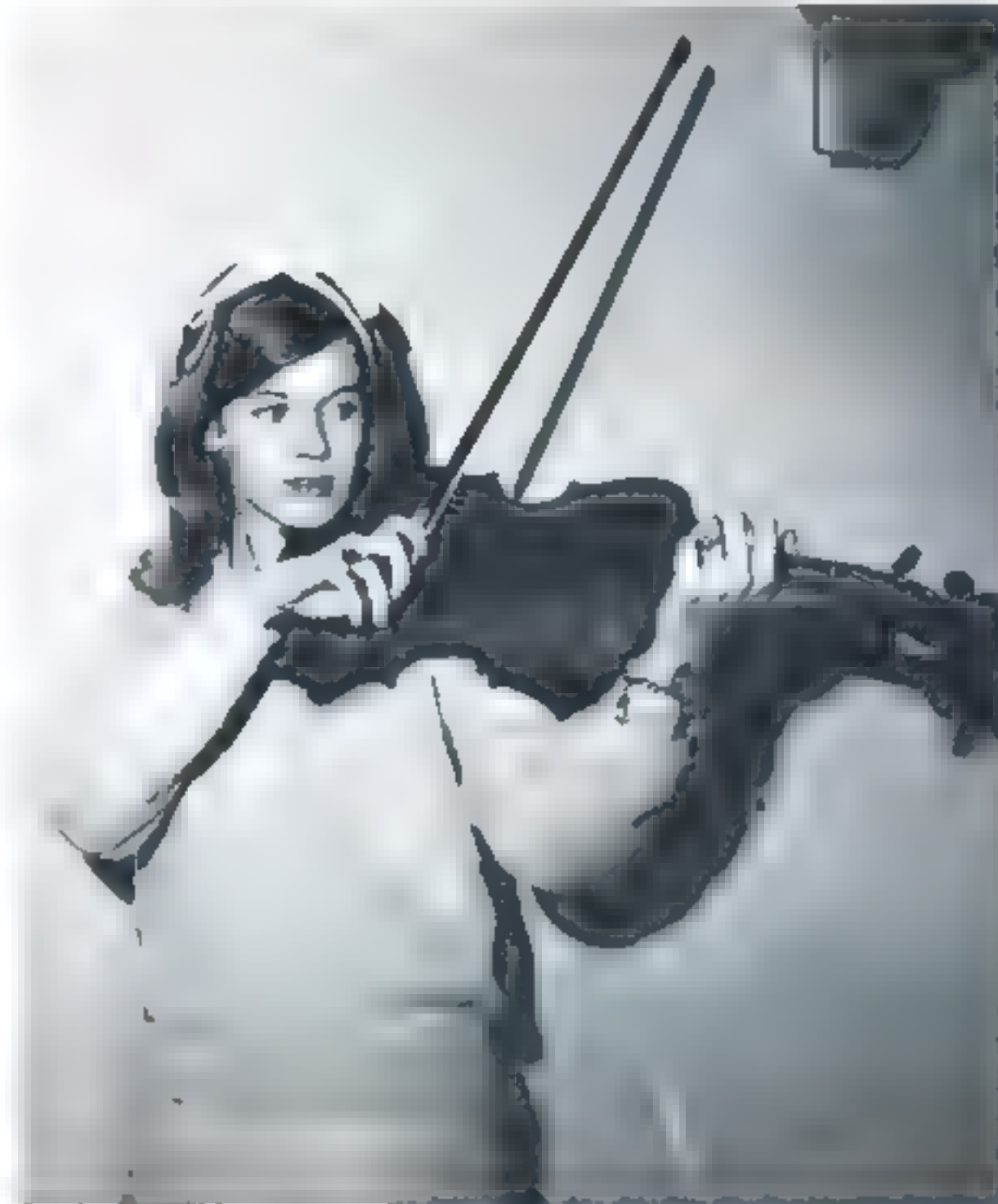
Bette Atkins is home from the hospital now and recuperating very nicely



**BILL SNIDER** was both an offensive and defensive starter for the Bridge City Texas, Cardinal football team which recently won the Class AAA State Championship. He is the son of E. R. Snider, utility foreman in Orange.

from recent surgery. Bette is making her home here in Beaumont since returning from Ohio. She is the daughter of Mr. and Mrs. J. W. Atkins, he's operating superintendent, Beaumont T&D.

Also, our congratulations to Mr. and Mrs. Atkins on the birth of their first grandchild, a baby girl, Laura Ann, born February 4, 1967, in Houston, to their daughter, Nancy, and her husband, George Van Os.



**Melanie DeJean**, one of 14 violinists selected to perform in the Texas All-State Youth Orchestra under nationally-known conductors, is the daughter of Joe DeJean, residential sales promotion supervisor. The 15-year old sophomore is gaining in prominence for bids to perform in music circles.

We would like to welcome two new girls into the T&D Engineering Department. Miss Ellen Coffey replaced Mrs. Carolyn Vickery, and Mrs. Linda McSwain replaced Mrs. Mary Rice. We're happy to have these two young ladies with us.

Congratulations to the Max Jacobson's on the birth of their second son, Robert Scott, on January 30, 1967. Max is an engineering assistant here at T&D.

Harvey J. Brockhoeft, Jr., a new Meter Department employee, and Miss Linda Chiappetta were married on February 3, 1967, in St. Joseph's Catholic Church, Beaumont. The happy newlyweds are making their home at 1391 Bolivar.

—Jo Anne Landry



Where in Sabine Lake they caught them is a secret, but D. W. Bescher and L. C. Boudreaux, servicemen in Beaumont, show proof that they're there. Their string contains 39 red fish weighing from two to five pounds and one eight pound drum.

## LAFAYETTE

Welcome to Robert D. Ousse, new helper in the T&D Department.

J. O. Broussard and Allen Hebert, both helpers in the T&D Department, are recent fathers of new girls. It must be the season for daughters!

—Lucina Guidry

Earl Broussard, sales representative in Lafayette, was named President of



**Phyllis Daigle**, daughter of James C. Daigle, serviceman in Lafayette, was recently wed to James Huval of Cecelia, Louisiana. They were married in Scott, Louisiana.



the St. Martin Parish Heart Association at a reorganizational meeting held in the St. Bernard Community Center. Mr. Broussard resides in Breaux Bridge, Louisiana.

—Bobbie Denais



The Eagle Scout Award was presented to Wade Norvell, son of V. R. Norvell, district superintendent in Silsbee, Texas, on February 8. Wade is 14 years old and in the ninth grade.

## BATON ROUGE

Misses Wanda Hubbard and Susan Putnam, recently joined the Baton Rouge Division Sales Department.

Miss Hubbard is employed as stenographer in the Residential Sales Department, replacing Mrs. Debbie Burnett, who is expecting her first child.



Miss Hubbard



Miss Putnam

Miss Putnam is employed as stenographer in the Commercial Sales Department, replacing Miss Patricia Knight, who left our Company for employment in another state.

—Walter Wright

## LAKE CHARLES

John J. Window, III, employee of our Roy Nelson plant in Westlake near Lake Charles, was recently named "Knight of the Month" for meritorious work in the capacity of council lecturer for LaSalette

John Window Knights of Columbus council #5755.



Cindy Fox, daughter of Roy Fox, equipment operator at Neches Station, was named Valentine Sweetheart at Bowie Junior High School in Beaumont. Cindy is 14 and in the ninth grade.

Congratulations to Mr. and Mrs. Eloi J. Mouton on the birth of a girl, Melissa Ann, born February 21, Eloi is a helper in the Substation Dept.



Miss Mary Jones, homemaking teacher at Woodrow Wilson Junior High in Port Arthur, planned a bulletin board display around National Electric Week in February.



Our Conroe Office presented L. C. Cummins, truckdriver, third from right, a fresh water rod and reel and a tackle box as retirement gifts. He'll devote full time to his ranch in Teague, Texas, now.

Employees of the Substation Department who have been on vacation during the month of February are Feland H. Bush, Jr., George L. Trahan, William E. Hogan, and Sherman Dieson.

—Dorothy Cooley



Recipe winners in the Orange Leader Newspaper recipe contest held at GSU's service center in Orange, Texas were Mrs. Dorothy Spears, second place; Mrs. Robert Travis, venison cooking; Mrs. Elsie Ritter, third place; and Mrs. John Tucker, first place.

## Reddy Facts

Electric power generation in the United States has been doubling about every ten years—a rate of growth more than two times that of the Gross National Product. In 1966 total electric energy production was 1.25 trillion kilowatt-hours.

About 1.3 million new customers were served by the electric utility industry in 1966, bringing the total to almost 66.9 million.





# THE HISTORY OF LIGHTING

STONE LAMPS 20,000 YEARS OLD were recently discovered in the Lascaux caves of France—offering evidence that our ancestors didn't live in the dark ages after all.

The Sumerians, 2,500 years before the birth of Christ, used lamps of gold and alabaster. The Romans were also extravagant when it came to lamps; Pliny records that one richly decorated lighting device set its owner back 50,000 sesterces (roughly \$3,000)—and it probably didn't even have a shade!

Remarkably enough, the Romans are said to have preserved lamps in some of their sepulchres for centuries, and many legends are told of their never burning out. In the papacy of Paul III (1534-40), a lamp was found in Cicero's daughter's tomb, which had been shut up 1,550 years before,

and was supposedly still burning.

One of the most famous sources of light to shine from the ancient world, was built by the Romans at Boulougne, on the coast of France. It was a lighthouse 200 feet high and 192 feet in circumference—using great bonfires for signals—and it stood as a reliable guide for mariners for more than 14 centuries!

Gas lamps, on the other hand—the most “modern” source of light before Edison—were used by the ancient Chinese who brought gas up from 1,600 feet below the surface of the earth, then piped it around town in bamboo rods.

Some of the lighting devices of today are just as remarkable. For example, there is a lamp that prevents wool shrinkage and another that can make flowers grow at night. Even more re-



cently, industry has come out with unbreakable flexible light—in panel or tape form!

Known as an EL lamp, the device emits soft glowing light and offers a life of about five years. It consists of separate layers of aluminum foil, phosphors, translucent conductor material and copper leads—all sealed within special plastic film. Called Aclar, the film acts as a moisture-proof sandwich—which protects the light from cracking, chipping, peeling and corrosive atmosphere.

More recently, EL lamps are being used as instrument panels for the Lunar Exploratory Module and Command Modules of Apollo spacecraft. Who knows? EL lamps may one day light our way to the moon!


But EL lamps and their bright electrical cousins that we use every day, were a long way in coming. For it was way back in 1801 that Sir Humphrey Davey invented the carbon-arch lamp—and ushered in the beginning of electrical lighting. But the lamp proved to be merely an unusual novelty and oil lamps continued in vogue during the 19th century.

Between 1878 and 1880, Thomas A. Edison and Joseph W. Swan finally developed a practical electric lamp for interior lighting. After many attempts, they discovered a filament that glowed satisfactorily in a vacuum and which didn't use up too much current; this filament was a thread of carbon—that glowed brightly with a yellowish light.

Today, the United States leads the world in making electric light bulbs—turning out about  $2\frac{1}{4}$  billion lamps every year. More than 700 million of these are for general lighting (15 to 150 watts). About 500 million are for miniature lamps, and some 120 million are Christmas tree lights.

Engineers in the meantime, have developed many types of bulbs. Two of the most efficient of these are sodium-vapor and mercury-vapor lamps—which are used to light highways, factories, television studios and canals. Lamps filled with rare gases such as neon and krypton are widely used for airport fog lights and advertising signs.

Fluorescent lamps furnish so-called “cold light.” Using the same amount of power, they are able to produce several times more light and only one-fourth as much heat as filament lamps do. And then, of course, there is the most modern type of light, the EL lamp, wrapped in Aclar—the unbreakable flexible light in tape form.

We've come a long way from the first stone lamps which our ancestors used some 20,000 years ago—and it's been a very bright and enlightening journey to be sure. 



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Always use dry string, wood  
and paper in your kite... not  
fire or metal.

Always fly your kite on days  
when there is no rain.

Always avoid busy streets and  
highways while flying your kite.

Always fly your kite away from TV and  
radio aerials, electric or power lines.

Always keep away from fallen wires.

Always call your power company  
if your kite gets snagged in a  
power line. Do not pull the  
string or climb power poles.

